



Course Catalogue
Master Programmes
Incoming Exchange Students
Suzhou Campus (China)
Fall 2021

Dear Exchange IN Students,

Welcome to SKEMA Business School!

Here are a few key instructions on how to consult properly the **Suzhou Course Catalogue Fall 2021**.

Please read these instructions carefully:

- 1) Students are required to choose **one program** and follow the courses within that one program. It is not possible to mix and match courses from different programs due to frequent scheduling clashes.
- 2) **Pay attention to the pre-requisites!** We have highlighted the pre-requisites for courses **in red**. It is the student's responsibility to ensure he/she has the required academic background to follow the courses successfully.
- 3) Courses within the catalogue are subject to slight changes.
- 4) There is a maximum number of seats available per specialization program.

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M1 Courses (Undergraduate)

CAREER MANAGEMENT (FALL)

Course Code	PGE.FINM1.CRCOR.1003
ECTS Credits	1
Course Leader	BEAUGRAND Audrey
Synchronous	9
Department	Career Center - Employability
Program	M1 ABM Suzhou
Prerequisites	No
Course Description	MARKETABILITY 2 workshops of 1h30 each in Fall : 1. Personal Branding & Soft-Skills 2. LINKEDIN Profile Development 3 workshops of 1h30 each in Spring : 1. Storytelling & Pitch 2. Preparation for recruitment interviews 3. The ALUMNI network: how to approach the network? + evaluation + Career tuesday + Compagny Challenge (effective participation)
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

CHINA / FRENCH INTERCULTURAL

Course Code	PGE.FINM1.LGELE.2227
ECTS Credits	2
Course Leader	FERRANTE Guillaume
Synchronous	12
Department	Dept. Languages and Personal Development
Program	M1 ABM Suzhou
Prerequisites	
Course Description	
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou

Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

CORPORATE FINANCE

Course Code	PGE.FINM1.FICOR.0503
ECTS Credits	4
Course Leader	GROSLAMBERT Bertrand
Synchronous	30
Department	Dept. Accounting and Finance
Program	M1 ABM Suzhou
Prerequisites	None
Course Description	Our objective is to bring students to develop a rigorous analytical framework of the major investment and financing decisions. In particular, we will shed lights on the interest rates and the investment valuation. We will focus on different ways of financing between equity, debt. Then, we present the relationship between risk, return and the cost of financing.
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	1) Principles of Corporate Finance, 11/e, Brealey, Myers and Allen, McGrawHill Higher Education ed. 2) Corporate Finance Theory and Practice, P. Vernimmen, John Wiley & Sons, 2011, 3rd edition Available freely on Scholarvox by Cyberlibris at http://mediatheque.skema.edu/index.php?id=408
Websites	Http://skema.lms.crossknowledge.com/data/modules/crossknowledge/interfaces/index.php http://www.vernimmen.com/

	http://mediatheque.skema.edu/index.php?id=408 http://knowledge.skema.edu/
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ENTREPRENEURSHIP

Course Code	PGE.FINM1.STCOR.0828
ECTS Credits	3
Course Leader	MARINO Marianna
Synchronous	18
Department	Dept. Stratégy, Entrepreneurship and Economics
Program	M1 ABM Suzhou
Prerequisites	No prerequisite
Course Description	<p>This course introduces the fundamental concepts at the basis of entrepreneurship. We will use a combination of lectures, case studies and a team project to explore and apply theoretical frameworks and methodologies in different industry and company situations. Basic mastery of these tools has relevance to everyone seeking a career in business as a manager, an entrepreneur or a consultant.</p> <p>By interacting with entrepreneurs, you'll have the chance to discover their life and their entrepreneurial venture. More specifically, you will be able to grasp the process of developing an idea and of transforming an invention into an innovation (from the idea to the market). You'll discover the diversity of entrepreneurial ventures led by committed entrepreneurs and will be able to grasp what the entrepreneurs 'life is. In addition, you will also discover how did they select the first market.</p>
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

EXCEL FALL

Course Code	PGE.FINM1.ISELE.0720
ECTS Credits	2
Course Leader	MILLELIRI André
Synchronous	0
Department	Dept. Management of projects, Information Systems and Supply Chains
Program	M1 ABM Suzhou
Prerequisites	none

Course Description	Excel is something you can't do without ! This course will introduce all the things the students must know in order to honestly pretend to be mastering Excel. The course will be splitted in two parts a first one online (12 hours) and applications done in the classroom with a teacher who's an expert of Excel.
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

GKET SEMINAR

Course Code	PGE.FINM1.HRCOR.0323
ECTS Credits	2
Course Leader	FERRANTE Guillaume
Synchronous	12
Department	Dept. Marketing
Program	M1 ABM Suzhou
Prerequisites	No prerequisite
Course Description	Cultural competence is one the key soft skills of international business management today. The GKET seminar will help students identify the issues and challenges inherent preparing their own internationalisation as well as determine the skills necessary to manage multicultural business environments and the global footprint the student wishes to develop.
Course Open to Exchange	Belo /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	Links provided on the LMS course site

GLOBAL ECONOMIC ISSUES

Course Code	PGE.FINM1.ECCOR.0904
ECTS Credits	2
Course Leader	DESBORDES Rodolphe
Synchronous	12
Department	Dept. Stratégie, Entrepreneurship and Economics
Program	M1 ABM Suzhou
Prerequisites	-None
Course Description	The course Global Economic Issues is a series of four lectures of 90 min covering the various issues associated with globalisation.
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	55
Continuous Assessment (%)	45
Academic reference	Baldwin, R. (2016). The great convergence. Harvard University Press. Behraves, N. (2008). Spin-Free Economics. McGraw Hill Professional. Greenwald, B. C., & Kahn, J. (2008). Globalization: n. the irrational fear that someone in China will take your job. John Wiley & Sons. Milanovic, B (2016). Global Inequality. A New Approach for the Age of Globalization. Harvard University Press. Mishkin F. (2006). The Next Great Globalization. Princeton University
Websites	

GLOBAL GOVERNANCE

Course Code	PGE.FINM1.STCOR.0827
ECTS Credits	2
Course Leader	SINCLAIR-DESGAGNE Bernard
Synchronous	12
Department	Dept. Stratégie, Entrepreneurship and Economics
Program	M1 ABM Suzhou
Prerequisites	N/A
Course Description	This course focuses on the challenges of governance amidst globalization. Globalization is a term much invoked but a phenomenon not all that well understood. In its essence it is about the blurring of the lines between the international and the domestic, and the increasing interconnectedness of nationstates and their peoples across a range of economic, political, security, societal and cultural issues. As such it poses complex dilemmas for governance involving the public, private and nonprofit sectors at the global,

	regional, national and local levels.
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

HUMAN RIGHTS AND BUSINESS RESPONSABILITY

Course Code	PGE.FINM1.HRCOR.0355
ECTS Credits	2
Course Leader	GOETHALS Samentha
Synchronous	12
Department	Dept. Management, Law and Organization
Program	M1 ABM Suzhou
Prerequisites	An average of 16 for their L3 final result. The course philosophy is that teaching and learning are a collaborative work. Students are authors of their own learning which tutors can guide and facilitate. This course will encourage an engaged attitude as well as curiosity, autonomy, independence, initiative, peer-learning, and participation. As such, students are invited to bring and reflect on their experience and knowledge from other disciplinary fields, preparation work and independent research from which tutors equally stand to learn.
Course Description	In recent years, human rights have become core concerns and standards of responsible and sustainable business practice. In June 2011, the United Nations endorsed the Guiding Principles on Business and Human Rights Protect, Respect, Remedy (UNGPs). Ten years on, the UNGPs and their operationalizing mechanism Human Rights Due Diligence have become the referent standards requiring business to respect the rights of individuals and communities affected by their activities, as well as through their relationships and modes of organization (e.g. global production networks). These principles and their operational mechanism are not law per se, but they have been integrated in several international frameworks driving responsible business and sustainability (e.g. the OECD Guidelines for Multinational Enterprises, the SDGs) as well as in legislations (e.g. the UK (2015) and Australian (2018) Modern Slavery Acts; the 2018 French Duty of Vigilance Law) and taken up by business groups and civil society organizations to benchmark practice (e.g. UN Global Compact; B Corps; Corporate Human Rights Benchmark). And yet, mobilisation for hard international legal standards to enforce business accountability as well as prevent and sanction corporate-related human rights harms remains as strong as ever (e.g. Campaign for a Treaty on Business

	<p>Accountability for Human Rights). Meanwhile, questions are being raised about the complementarity of human rights and sustainability approaches in business to protect and realise rights, respond to global and local challenges and transition towards sustainable business and economic models. Thus, if anything, human rights increasingly matter for international business and involves numerous stakeholders. So what does this imply for organizations, their managers, their employees and their diverse external stakeholders be they local communities, states or investors?</p> <p>This three-part introductory course on Human Rights and Responsible Business addresses this question with the aims to inform students about the current standards and their implementation by firms, internal and external stakeholders, and states. Human rights have legal, moral and ethical implications for organizations. Here we will use them as a critical lens to evaluate responsible business practice and imagine how embedding human rights in business strategy can contribute towards sustainability and beyond.</p> <p>Part 1 What is? Principles and standards: a series of plenary lectures will offer an overview of the Business and Human Rights Global Governance Framework</p> <p>Part 2 How? Practices: working in case study groups students will explore how this global framework is being implemented in relevant standards and laws, through the mechanism of human rights due diligence by and in organizations, and used as a tool for business responsibility and accountability by other stakeholders (i.e. employees, NGOs, communities, investors, etc.)</p> <p>Part 3 What if? Possibilities: reflecting on the course and their group work, students will produce and get feedback on an individual executive proposal on how a human rights approach could enhance or potentially transform the sustainability goals of the company they studied in their group or one of their own choice</p>
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>Teasers:</p> <p>The UN Guiding Principles on Business and Human Rights: An Introduction (2015) https://www.youtube.com/watch?v=BCoL6JVZHRa Presented by Mike Baab</p> <p>Webinar - Rethinking how to do business: Why should companies hire people with human rights? (2020) https://www.youtube.com/watch?v=n5hM33xqEt4&feature=youtu.be Presented by Björn Fasterling, Professor of Law and Legal EDHEC Researcher at EDHEC Business School</p> <p>Co-hosted with Joanne Bauer, Adjunct Professor of International and Public Affairs at Columbia</p> <p>Nestle Human Rights Due Diligence webpage https://www.nestle.com/csv/impact/respecting-human-rights/human-rights-impacts</p>

	<p>Preliminary and indicative resources recommended to peruse ahead of the course:</p> <p>Business and Human Rights Journal https://www.cambridge.org/core/journals/business-and-human-rights-journal (available from KCentre)</p> <p>Ruggie G. (2013) Just Business: Multinational Corporations and Human Rights, W.W. Norton</p> <p>Baumann-Pauly D. & Nolan J (eds), (2016) Business and Human Rights From Principles to Practice, Routledge</p> <p>Rodriguez-Garavito C. (ed), (2017) Business and Human Rights Beyond the End of the Beginning, Cambridge University Press</p> <p>A comprehensive selection of academic articles and e-books will be available on K2.</p>
Websites	<p>Resources recommended to peruse ahead of the course:</p> <p>https://www.ohchr.org/EN/Issues/Business/Pages/BusinessIndex.aspx http://mneguidelines.oecd.org/global-forum/ https://www.ilo.org/global/standards/introduction-to-international-labour-standards/lang--en/index.htm https://www.business-humanrights.org https://humanrights.dk/business-human-rights https://www.openglobalrights.org/corporations/ https://rightscolab.org/about/ https://bcorporation.net https://wfto.com https://businessfightspoverty.org http://www.humanrightsandbusiness.org https://www.nottingham.ac.uk/research/beacons-of-excellence/rights-lab/index.aspx</p>

INNOVATION MANAGEMENT & CREATIVITY

Course Code	PGE.FINM1.HRCOR.0344
ECTS Credits	3
Course Leader	ROSSETTO Dennys Eduardo
Synchronous	18
Department	Dept. Management, Law and Organization
Program	M1 ABM Suzhou
Prerequisites	-
Course Description	<p>This course presents innovation management with a theoretical approach associated with managerial perspectives to undertake in a turbulent world with uncertainties and post-pandemic context. It presents a wide range of innovation management concepts focusing strongly on the context of the ecosystems, also introducing some elements as of the perspective of emerging markets. So, this course aims the development of managerial and entrepreneurial capabilities to exercise strategic leadership in innovation ecosystems, generating proposals of shared value with a corporate social responsibility approach.</p>
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Sophia /Fall;#Suzhou /Fall

Semester	fall
Campus	Belo Horizonte, Lille, Paris, Sophia
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>1. Introduction and theoretical basis of innovation Management Adams, R., Bessant, J. & Phelps, R. (2006). Innovation management measurement: A review. <i>International Journal of Management Reviews</i> 8, 21-47.</p> <p>Chesbrough, H. (2010). Business Model Innovation: Opportunities and Barriers. <i>Long Range Planning</i> 43, 354-363.</p> <p>Christensen, C. M., Raynor, M. E. & McDonald, R. (2015). What is disruptive innovation. <i>Harvard Business Review</i> 93, 44-53.</p> <p>Garcia, R. & Calantone, R. (2002). A critical look at technological innovation typology and innovativeness terminology: a literature review. 19, 110-132.</p> <p>Howells, J. (2005) <i>The management of innovation and technology: the shaping of technology and institutions of the market economy</i>. Thousand Oaks, California: Sage Publications.</p> <p>OECD & Eurostat (2019) <i>Oslo Manual 2018: Guidelines for Collecting, Reporting and Using Data on Innovation</i> (258). Luxembourg: OECD Publishing, Paris/Eurostat.</p> <p>Rossetto, D. E., Bernardes, R. C., Borini, F. M. & Gattaz, C. C. (2018). Structure and evolution of innovation research in the last 60 years: review and future trends in the field of business through the citations and co-citations analysis. <i>Scientometrics</i> 115, 1329-1363.</p> <p>Tidd, J. & Bessant, J. (2013) <i>Managing Innovation: Integrating technological market and organizational change</i> (680). John Wiley & Sons.</p> <p>2. Innovation Challenges for a new world Adams, R., Bessant, J. & Phelps, R. (2006). Innovation management measurement: A review. <i>International Journal of Management Reviews</i> 8, 21-47.</p> <p>Akpan, I. J., Soopramanien, D. & Kwak, D.-H. (2020). Cutting-edge technologies for small business and innovation in the era of COVID-19 global health pandemic. <i>Journal of Small Business & Entrepreneurship</i>, 1-11.</p> <p>Chesbrough, H. (2020). To recover faster from Covid-19, open up: Managerial implications from an open innovation perspective. <i>Industrial Marketing Management</i> 88, 410-413.</p> <p>Damanpour, F. (2014). Footnotes to Research on Management Innovation. <i>Organization Studies</i> 35, 1265-1285.</p> <p>Damanpour, F. & Aravind, D. (2012). Managerial Innovation: Conceptions, Processes, and Antecedents. <i>Management and Organization Review</i> 8, 423-454.</p> <p>Hamel, G. (2006). The why, what, and how of management innovation. <i>Harvard Business Review</i> 84, 72.</p> <p>Kraus, S., Pohjola, M. & Koponen, A. (2012). Innovation in family firms: an empirical analysis linking organizational and managerial innovation to corporate success. <i>Review of Managerial Science</i> 6, 265-286.</p> <p>McCausland, T. (2020). News and Analysis of the Global Innovation Scene.</p>

	<p>Research-Technology Management 63, 2-8.</p> <p>Millar, C. C. J. M., Groth, O. & Mahon, J. F. (2018). Management Innovation in a VUCA World: Challenges and Recommendations. 61, 5-14.</p> <p>Pedersen, C. L. & Ritter, T. (2020). Preparing your business for a post-pandemic world. Harvard Business Review, 4.</p> <p>3. Innovation Ecosystems Introduction</p> <p>Adner, R. (2006). Match your innovation strategy to your innovation ecosystem. Harvard Business Review 84, 12.</p> <p>Elias, G. C. & David, F. J. C. (2010). Triple Helix, Quadruple Helix and Quintuple Helix and How Do Knowledge, Innovation and the Environment Relate To Each Other? : A Proposed Framework for a Trans-disciplinary Analysis of Sustainable Development and Social Ecology. International Journal of Social Ecology and Sustainable Development (IJESD) 1, 41-69.</p> <p>Gomes, L. A. d. V., Facin, A. L. F., Salerno, M. S. & Ikenami, R. K. (2018). Unpacking the innovation ecosystem construct: Evolution, gaps and trends. Technological Forecasting and Social Change 136, 30-48.</p> <p>Granstrand, O. & Holgersson, M. (2020). Innovation ecosystems: A conceptual review and a new definition. Technovation 90-91, 102098.</p> <p>Juceviius, G. & Grumadait, K. (2014). Smart Development of Innovation Ecosystem. Procedia - Social and Behavioral Sciences 156, 125-129.</p> <p>Pique, J. M., Berbegal-Mirabent, J. & Etzkowitz, H. (2018). Triple Helix and the evolution of ecosystems of innovation: the case of Silicon Valley. Triple Helix 5, 11.</p> <p>Smith, K. R. (2006). Building an Innovation Ecosystem:Process, Culture and Competencies. 20, 219-224.</p> <p>Wang, P. (2009) An integrative framework for understanding the innovation ecosystem. Advancing the Study of Innovation and Globalization in Organizations. (pp. 301-314).</p> <p>Williamson, P. J. & De Meyer, A. (2012). Ecosystem Advantage: How to Successfully Harness the Power of Partners. 55, 24-46.</p> <p>Williamson, P. J. & De Meyer, A. (2020) Ecosystem Edge: Sustaining Competitiveness in the Face of Disruption (216). Stanford, California: Stanford University Press.</p> <p>4. Developing Relationships and Value Generation in an Innovation Ecosystems</p> <p>Carroll, A. B. (1999). Corporate Social Responsibility:Evolution of a Definitional Construct. Business & Society 38, 268-295.</p> <p>Dedehayir, O., Mäkinen, S. J. & Roland Ortt, J. (2018). Roles during innovation ecosystem genesis: A literature review. Technological Forecasting and Social Change 136, 18-29.</p> <p>Kapoor, R. (2018). Ecosystems: broadening the locus of value creation. Journal of Organization Design 7, 12.</p> <p>Mirvis, P., Herrera, M. E. B., Googins, B. & Albareda, L. (2016). Corporate social innovation: How firms learn to innovate for the greater good. Journal of Business Research 69, 5014-5021.</p> <p>Porter, M. E., Hills, G., Pfitzer, M., Patscheke, S. & Hawkins, E. (2012) Measuring shared value: How to unlock value by linking business and social results. FSG Publication.</p> <p>Porter, M. E. & Kramer, M. R. (2011). Creating Shared Value. Harvard Business Review.</p> <p>Ritala, P., Agouridas, V., Assimakopoulos, D. & Gies, O. (2013). Value creation and capture mechanisms in innovation ecosystems: a comparative</p>
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Websites	

MANAGING HR

Course Code	PGE.FINM1.HRCOR.0343
ECTS Credits	2
Course Leader	BACHA Eliane
Synchronous	12
Department	Dept. Management, Law and Organization
Program	M1 ABM Suzhou
Prerequisites	No prerequisites
Course Description	This course focuses on some principles and practices used in management and organization. The aim of the course is to equip students with the necessary knowledge to understand management theories, understand HR functions and help their future organizations in becoming more efficient. Hence, this course is designed to improve your effectiveness as a future manager.
Course Open to Exchange	
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	
Websites	

MARKETING

Course Code	PGE.FINM1.MKCOR.0411
ECTS Credits	3
Course Leader	FERRANTE Guillaume
Synchronous	18

Department	Dept. Marketing
Program	M1 ABM Suzhou
Prerequisites	None
Course Description	This course is an introduction to strategic marketing, branding and operational marketing. In the French Campuses (Paris, Lille, Sophia Antipolis), we divide this course in three parts: in the first part, students attend 13.5h of lectures (online learning, in both synchronous and asynchronous modes) to introduce the main concepts of Marketing Strategy, Branding, Segmentation, Targeting and Positioning, Marketing Mix; in the second part, students are assigned 4,5h of face to face interaction with coaches to help them apply the concepts (in teams of 4-5 students) to "create and launch the product or service of your dreams". This is what we call the GO TO MARKET challenge. In the final 3 hours students have 10 minutes to present their project in front of audience of 40-50 students. Students are expected to devise a marketing and branding strategy, prioritising targets and adjusting their positioning accordingly. They are then expected to make decisions about pricing, product development, distribution and promotion. A final presentation by each group is followed by a debriefing session with the teacher.
Course Open to Exchange	Belo /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	15
Continuous Assessment (%)	85
Academic reference	- Kotler et al. (2015) Principles of Marketing. Pearson.
Websites	

MSc Corporate Financial Management

ACCOUNTING PREREQUISITES

Course Code	MSC.CFMM2.FIELE.0146
ECTS Credits	0
Course Leader	CHIKH Sabrina
Synchronous	6
Department	Dept. Accounting and Finance
Program	Corporate Financial Management

Prerequisites	Objective: This module is a prerequisite course for students having a first level or limited knowledge in accounting. It enables them to understand and analyze basic annual reports and financial statements of general businesses.
Course Description	Description: This module emphasizes on the fundamentals of financial accounting and is customized for students entering postgraduate level studies, without a substantial accounting background. The module will introduce general accounting standards, but students are NOT expected to have a comprehensive knowledge of IAS/IFRS standards in financial reporting and analysis. It is a foundation course where an understanding of accounting is a basic requirement.
Course Open to Exchange	Belo /Fall;#Paris /Fall;#Suzhou /Fall
Semester	fall, spring
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	David Alexander and Christopher Nobes (2020), Financial Accounting an international introduction, Pearson (Higher Edition), 7th edition.
Websites	

APPLIED RESEARCH IN FINANCE

Course Code	MSC.CFMM2.FIELE.0148
ECTS Credits	1
Course Leader	SAIDANE Dhafer
Synchronous	0
Department	Dept. Accounting and Finance
Program	Corporate Financial Management

Prerequisites	Mandatory for the MSc candidates
Course Description	The aim of the course is to train students to benchmark existing discipline-based knowledge and develop strategies for keeping up to date with new techniques or issues in both an academic research and a practitioner environment.
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Biggam, J., 2008. Succeeding with Your Master's Dissertation : A step-by-step handbook, McGraw-Hill. Available online on La Fusée website in Cyberlibris / Scholarvox: http://ezp.skema.edu:2057/bookshelf/list/folderid/62679 Additional references will be provided by the instructor during the class.
Websites	

CAPITAL BUDGETING

Course Code	MSC.CFMM2.FICOR.0140
ECTS Credits	3
Course Leader	LAI Wan Ni
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	Master1 Accounting prerequisites corporate finance prerequisites

Course Description	The main objective of this course is to teach students how to make effective capital budgeting decisions as financial managers. Focusing on asset valuation, this course emphasis on the evaluation of cash flows that is fundamental to the capital budgeting decision. Starting with a general introduction to the framework of corporate finance, students will learn (i) methods to evaluate projects and investment rules, (ii) skills to analyze risk and return of various projects, and finally (iii) the different ways of raising capital in a corporation.
Course Open to Exchange	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	

CAPITAL STRUCTURE AND DIVIDEND POLICY

Course Code	MSC.CFMM2.FICOR.0141
ECTS Credits	3
Course Leader	RENUCCI Céline
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	Basics on Financial Markets
Course Description	The main objective of this course is to teach students the fundamentals of capital structure in a company and how to make effective dividend policies as financial managers. Focusing on the nature of debt and equity, this

	course emphasis on the effects of financing the company through debt and equity. Starting with a general introduction to the framework of debt and equity valuation, students will learn (i) importance of capital structure and limits to the use of debt, (ii) the cost of capital in a leveraged firm, and finally (iii) the principles of setting dividend policy in a company.
Course Open to Exchange	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	

CAREER MANAGEMENT 1

Course Code	MSC.TRCM2.DREOR.0001
ECTS Credits	1
Course Leader	BEAUGRAND Audrey
Synchronous	0
Department	Career Center - Employability
Program	Corporate Financial Management
Prerequisites	NoPrerequisites
Course Description	This course is managed by the Talent & Careers Department. In order to validate this course, students have to: 1 MANDATORY : Take E-learning module on Abintegro plateforme (CV check ATS compliant, Job search, Interview simulator) + Conduct 5 cognitive tests on AON platform (Abilities, skills and behaviors at work) + Take mandatory

	<p>Mooc on your Professional profile + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester organized by the Talent & Careers on your campus or organized by partners companies (check JOBTEASER Platform)</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN PARIS: Laura SINDONINO, Janice M'BENGO & Miina VAISANEN (for International students) SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students) SUZHOU : April YANG RALEIGH : Amanda CHAMBERLAIN BELO HORIZONTE : Geneviève POULINGUE & Ana Cristina BRAGA</p>
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	under the YEP go and click on: Talent & Careers -> Jobteaser -> SKEMA TOOLS

CHINESE - ADVANCED

Course Code	MSC.TRCM2.OTCOR.0035
ECTS Credits	0
Course Leader	DURANTON H��l��ne
Synchronous	0

Department	Dept. Languages and Personal Development
Program	Corporate Financial Management
Prerequisites	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
Course Description	This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Ji Jin, Winning in China Business Chinese (Intermediate). The books will be bought by students, and Soochow University recommended for the students to use. Jiang Liping, HSK4, will be combined with business Chinese.
Websites	

CHINESE - BEGINNER

Course Code	MSC.TRCM2.OTCOR.0031
ECTS Credits	0
Course Leader	DURANTON H��l��ne
Synchronous	0
Department	Dept. Languages and Personal Development
Program	Corporate Financial Management
Prerequisites	For beginners

Course Description	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - ELEMENTARY

Course Code	MSC.TRCM2.OTCOR.0033
ECTS Credits	0
Course Leader	DURANTON H��l��ne
Synchronous	0
Department	Dept. Languages and Personal Development
Program	Corporate Financial Management
Prerequisites	Students who have studied Chinese for 60 hours.
Course Description	This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall
Campus	Suzhou

Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - INTERMEDIATE

Course Code	MSC.TRCM2.OTCOR.0034
ECTS Credits	0
Course Leader	DURANTON H��l��ne
Synchronous	0
Department	Dept. Languages and Personal Development
Program	Corporate Financial Management
Prerequisites	Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the beginners level (120 hours) at other campus.
Course Description	This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70

Academic reference	Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - POST BEGINNER

Course Code	MSC.TRCM2.OTCOR.0032
ECTS Credits	0
Course Leader	DURANTON H��l��ne
Synchronous	0
Department	Dept. Languages and Personal Development
Program	Corporate Financial Management
Prerequisites	Students have studied Chinese for 30 hours.
Course Description	This course is an post beginner level course of Mandarin Chinese designed for students want to keep learning after beginner level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CORPORATE FINANCE PREQUISITES

Course Code	MSC.CFMM2.FIELE.0147
ECTS Credits	0
Course Leader	CHIKH Sabrina
Synchronous	6
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	This is an introductory course in preparation for Corporate Finance, therefore requirements for this preparatory stage are restricted to the use of basic financial mathematics & calculation.
Course Description	In this six-hour preparation course students will be acquainted with introductory concepts and practice necessary for the further development of Capital Budgeting, Dividend policies, corporate valuation to be explored in the whole CFM program.
Course Open to Exchange	Paris /Fall;#Suzhou /Fall
Semester	fall, spring
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Ross, Stephen A. Fundamentals of Corporate Finance. Toronto: McGraw-Hill Ryerson, 2002. Chapters 1 - 4.
Websites	

CORPORATE TREASURY MANAGEMENT

Course Code	MSC.CFMM2.FICOR.0142
ECTS Credits	3

Course Leader	LAI Wan Ni
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	None
Course Description	<p>The main objective of this course is to introduce students to the different financial instruments used for treasury management in a company. It prepares students to make treasury management decisions as financial managers.</p> <p>The first part of the course focus on the financial markets, this course introduces the various financial instruments and the mechanism of financial markets. Starting with a general introduction to the financial markets, students will learn (i) how each market functions, (ii) the specifics of various financial instruments, and finally (iii) the foundations of investment management.</p> <p>The second part of the course focus on the banking system, and evaluation of credit risks, as students learn how financial managers work with the corporate banks in the treasury management process.</p>
Course Open to Exchange	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

CORPORATE VALUATION METHODS

Course Code	MSC.CFMM2.FICOR.0138
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ECTS Credits	3
Course Leader	CHIKH Sabrina
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	Advanced understanding of Corporate Finance acquired through intensive reading of Vernimmen (Pascal Quiry) or any advanced corporate finance book. A paper version is often the best format for learning. Daily reading of Financial Times or Wall Street Journal is a non-negotiable daily routine of any financial professional hence including you as a new member of tomorrows financial expert.
Course Description	Analysing financial statements and valuing firms is an integrated process in which the student must understand industry competitive dynamics, firm strategy, accounting information content and quality, profitability and risk assessment, forecasting, and valuation models. This course strives to integrate these six components of the process. Interpreting profitability and risk ratios requires an understanding of the economic characteristics of the industries in which a firm competes and the business strategies a firm has selected to compete in those industries. The student should not naively accept reported financial statement information when performing profitability and risk analysis but should first assess its quality and make appropriate adjustments. Forecasts of future earnings, cash flows, and dividends provide the bases for valuing a firm. The students will analyse a listed company applying the theories of the course terminating with individual report of approximately 10 pages and a fully integrated excel model.
Course Open to Exchange	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0

Academic reference	James M. WAHLEN, Stephen BAGINSKI, Mark BRADSHAW, Financial Reporting, Financial Statement Analysis and Valuation, A Strategic Perspective, 8th Edition, 2015, Cengage,
Websites	www.ft.com www.wsj.com www.vernimmen.net Damodaran Stern University

DOING BUSINESS IN CHINA

Course Code	MSC.CFMM2.FICOR.0170
ECTS Credits	1
Course Leader	LIN Hua
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	NONE
Course Description	The course is designed for students who have interests in doing business with Chinese or have the intention to start business in China or want to know more about Chinese business culture. A series of sessions will provide students with all kinds of information they may be interested in when concerning Chinas economic development, culture-related subjects, particularly with regards to Chinas FinTech market and case studies of latest business trends and technology innovation in China.
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40

<p>Academic reference</p>	<p>Chen PC. (2018) The Development Path of WeChat: Social, Political and Ethical Challenges. In: Kim YC., Chen PC. (eds) The Digitization of Business in China. Palgrave Macmillan Asian Business Series. Palgrave Macmillan, Cham</p> <p>Guo Y., Luo Y. (2015) Security Problem and Solutions to M-commerce. In: Guo Y. (eds) Research on Selected China's Legal Issues of E-Business. Springer, Berlin, Heidelberg</p> <p>Guo Y., Hu W. (2015) Tmall Incident A Legal Problem or Business Operation Dispute. In: Guo Y. (eds) Research on Selected China's Legal Issues of E-Business. Springer, Berlin, Heidelberg</p> <p>Guo Y., Fang Z., Yu Z., Liu Y. (2015) Legal Liability of Online Trade Platform Service Providers. In: Guo Y. (eds) Research on Selected China's Legal Issues of E-Business. Springer, Berlin, Heidelberg</p> <p>Kim YC. (2018) Alibaba: Jack Ma's Unique Growth Strategy and the Future of Its Global Development in the Chinese Digital Business Industry. In: Kim YC., Chen PC. (eds) The Digitization of Business in China. Palgrave Macmillan Asian Business Series. Palgrave Macmillan, Cham</p> <p>Lin C. (2019) FamilyMart: Internet Plus Strategy. In: China Europe International Business School (eds) China-Focused Cases. Springer, Singapore</p> <p>Nothhaft C. (2018) Understanding China's Consumers. In: Made for China. Springer, Cham</p> <p>Nothhaft C. (2018) Eater-tainment: Hai Di Lao. In: Made for China. Springer, Cham</p> <p>Nothhaft C. (2018) Chinese Hollywood: Wanda. In: Made for China. Springer, Cham</p> <p>Prange C. (2016) Internationalizing to China: Challenges and Pitfalls. In: Prange C. (eds) Market Entry in China. Management for Professionals. Springer, Cham</p> <p>Qumer S.M., Purkayastha D. (2019) OnePlus: A Chinese Tech Startup Aiming to Disrupt the Global Smartphone Market. In: China Europe International Business School (eds) China-Focused Cases. Springer, Singapore</p> <p>van Someren T.C.R., van Someren-Wang S. (2013) Chinese Culture, Strategy, and Innovation. In: Innovative China. Management for Professionals. Springer, Berlin, Heidelberg</p> <p>van Someren T.C.R., van Someren-Wang S. (2013) How to Win the Battle on Innovation?. In: Innovative China. Management for Professionals. Springer, Berlin, Heidelberg</p> <p>van Someren T.C.R., van Someren-Wang S. (2013) Demystifying Strategic Innovation. In: Innovative China. Management for Professionals. Springer, Berlin, Heidelberg</p> <p>van Someren T.C.R., van Someren-Wang S. (2013) Strategic Innovation in Practice. In: Innovative China. Management for Professionals. Springer, Berlin, Heidelberg</p> <p>Wang R., Qian L. (2019) Ofo: A Bike Sharing Firm from Campus. In: China Europe International Business School (eds) China-Focused Cases. Springer,</p>
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	<p>Singapore</p> <p>Wu CS., Weng CY. (2018) Conclusion: The Sino Digital Economy: Development History, Current Status, and Challenges Going Forward. In: Kim YC., Chen PC. (eds) The Digitization of Business in China. Palgrave Macmillan Asian Business Series. Palgrave Macmillan, Cham</p> <p>Zhang X., Corrie B.P. (2018) Chinese Policies on Encouraging Foreign Investment. In: Investing in China and Chinese Investment Abroad. Springer, Singapore</p> <p>Zhu X. (2018) Case II: Micro Platform, Major Innovation WeChat-Based Ecosystem of Innovation. In: China's Technology Innovators. Management for Professionals. Springer, Singapore</p> <p>Zhu X. (2018) Case III: SHANGHAI GM: The Way to Intelligent Manufacturing. In: China's Technology Innovators. Management for Professionals. Springer, Singapore</p> <p>Zhu X. (2018) Case IV: Can Robots Raise Laying Hens?. In: China's Technology Innovators. Management for Professionals. Springer, Singapore</p> <p>Zhu X. (2018) Case V: Alibaba: A Decade-Long Road to Financial Services. In: China's Technology Innovators. Management for Professionals. Springer, Singapore</p>
Websites	

EMPLOYABILITY AND CAREER 1

Course Code	MSC.TRCM2.OTCOR.0037
ECTS Credits	0,5
Course Leader	BEAUGRAND Audrey
Synchronous	0
Department	Career Center - Employability
Program	Corporate Financial Management
Prerequisites	No
Course Description	<p>This course is managed by the Career Center. In order to validate this course, students have to:</p> <p>1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : the visibility of my profile according to my specialization & 2nd workshop : How to pass the selection tests during recruitment ?) + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester (date to be</p>

	determined) organized by the career center of your campus MAIN CONTACTS FOR YOUR PROGRAM: LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students) SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students) SUZHOU : April YANG RALEIGH : Laura SCLAFANI BELO HORIZONTE : Geneviève POULINGUE
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	under the YEP go and click on: Career Center -> Jobteaser -> SKEMA TOOLS

EXCEL FINANCIAL MODELING I

Course Code	MSC.CFMM2.FICOR.0024
ECTS Credits	3
Course Leader	CHIKH Sabrina
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	Basic knowledge of computer use and worksheets

Course Description	This course provides : I. Introduction to Excels basic features II. A selection of useful tips and tools III. Excels most useful functions
Course Open to Exchange	Belo /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	

FINANCIAL REPORTING AND ANALYSIS

Course Code	MSC.CFMM2.FICOR.0139
ECTS Credits	3
Course Leader	CHIKH Sabrina
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	Fundamentals of Accounting,
Course Description	This module aims to prepare students for an in-depth examination and comprehensive analysis of various financial accounting topics. It introduces the students to the basic framework of international financial reporting standards (IFRS). Nowadays, financial reporting objectives are much broader than just crunching or generating numbers. This course will illustrate that reporting involves a comprehensive knowledge of businesses in order to provide the information required by

	the many stakeholders. The main objective of this course is to develop students analytical skills and critical assessment of individual financial statements, and/or consolidated integrated annual reports in an international environment.
Course Open to Exchange	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : 1. Robinson Alexander D., Britton A., Jorissen A., Hoogendoorn M. & Van Mourik C. (2017), International Financial Reporting and Analysis, 7th Edition, Cengage Learning EMEA. 2. Th., Henry E. Pirie W. & Broihahn M. (2015), International Financial Statement Analysis, 3rd Edition, CFA Institute Investment Series, John Wiley & Sons,
Websites	

MONEY, BANKING AND INTERNATIONAL FINANCE

Course Code	MSC.CFMM2.FICOR.0143
ECTS Credits	3
Course Leader	SAIDANE Dhafer
Synchronous	18
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	Principles of micro-economics

Course Description	<p>The main objective of this course is to teach students how to be a global financial expert in banking and finance. With the rapid globalization of the world economy, all finance is becoming international even in China. The managers of a firm have to understand that their decisions will be increasingly influenced by international financial environment. Starting with a general introduction to the framework of international finance comparatively to the Chinese financial system, students will learn (i) knowledge of international financial market activities, (ii) how different exchange rate systems work and (iii) understand the relation between exchange rate, interest rate and growth and the of FinTech and digital finance in this new financial world.</p> <p>The courses key objective is to provide students with a personalized academic environment to obtain a solid understanding of Multinational Finance and Banking activities. The course aims at analyzing and assessing the Globalized Banking Strategies. It is opened to no-specialists and gives a clear understanding between international banking forces, the global economy, regulation and financial instability in globalized economy. The course will assess the impact of financial deregulation as well as structural reforms upon the banking business models.</p> <p>The target students might want to work in the financial department of corporates, to join Investments Banks or international financial institutions, or to hold responsibility positions in a company working with international banks. Accordingly, these students need a deeper understanding of international banking issues.</p>
Course Open to Exchange	Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	<p>Academic and scientific papers</p> <p>Allen F. et A.M. Santomero, 2001, What do financial intermediaries do?, Journal of Banking and Finance, 25, 271-294.</p> <p>Battacharya S., Thakor A.V., 1993, « Contemporary Banking Theory », Journal of Financial Intermediation, 3.</p> <p>Geoffron P. et Saïdane D. (1996) "Du réseau aux réseaux : concurrence et surcapacités dans l'industrie bancaire", Revue d'Economie Industrielle, pp.</p>

	<p>81-95, n° 78, 4e trimestre.</p> <p>Geoffron P. et Saïdane D. (1999), "La concurrence bancaire spatiale : enseignements et nouvelles perspectives", rédaction du Chapitre 8, dans <i>Emploi, localisation et économie spatiale</i>, Economica in M. Catin, J-Y Lesueur et Y Zenou, 1999, pp. 193-216.</p> <p>La Porta, Lopez-de-Silanes, Shleifer et Vishny (1997), « Legal Determinants of External Finance », <i>Journal of Finance</i>, 52(3).</p> <p>Lewis M. K., 1992, « Modern Banking in Theory and Practice », <i>Revue économique</i>, n°2, Mars.</p> <p>Saidane D. (2010), "How to Identify the Best Target in the M&A Banking Operations? Case of Cross-Border Strategies in Europe by Line of Activity", <i>Review of Quantitative Finance and Accounting</i>.</p> <p>Saidane D. (2010), " Banking transparency: a good idea but difficult to implement", <i>Bankers Markets & Investors</i>.</p> <p>Saidane D; and Grandin P. 2010), « What are the main causes of Bank Merger and Acquisition? » <i>Bankers Markets & Investors</i>, n°104, January-February 2010.</p> <p>Academic Books</p> <p>Allen F., D. Gale, (2000), <i>Comparing Financial Systems</i>, MIT Press, Cambridge, Massachusetts.</p> <p>Bain K., Howells P. (2005), <i>The Economics of Money, Banking and Finance: A European Text</i>, Financial Times Prentice Hall, 2005.</p> <p>Mishkin F. (2010), <i>The Economics of Money, Banking, and Financial Markets</i>, Business School Edition</p> <p>Saidane D. (forthcoming 2011), <i>La finance durable</i>, Editions de la Revue Banque, with P. GRANDIN.</p> <p>Saidane D. (2009 and 2011), <i>La finance islamique à l'heure de la mondialisation</i>, preface of Arnaud de BRESSON, Editions de la Revue Banque.</p> <p>Saidane D. (2007), <i>L'industrie bancaire mondiale</i>, preface of Daniel LEBEGUE, Editions de la Revue Banque.</p> <p>Saidane D. (2006), <i>La nouvelle banque : métiers et stratégies bancaires</i>, preface of Christian de BOISSIEU, Editions de la Revue Banque, second edition 2009.</p> <p>Saidane D. (2006), <i>Les banques, acteurs de la globalisation financière</i>, La documentation française.</p> <p>Reports</p> <p>Annual Report of the Bank for International Settlements (BIS)</p> <p>Annual Report of the European Central Bank (ECB)</p> <p>Bank for International Settlements, « Report on Consolidation in The Financial Sector ». Group of Ten, 2001.</p> <p>Banking Annual Reports (see banks Website).</p> <p>European Central Bank, « Structural Analysis of the EU Banking Sector », BCE.</p>
Websites	<p>Website</p> <p>Fédération Bancaire Française : http://www.fbf.fr/</p>

	<p>Banque de France : http://www.banque-france.fr/ European Central Bank: http://www.ecb.int/ China Banking Regulatory Commission : http://www.cbrc.gov.cn Bank for International Settlements: http://www.bis.org/ ePaynews : http://www.epaynews.com/statistics/bankstats.html Datamonitor : http://www.datamonitor.com International Data Corporation (IDC) : http://www.idc.com/ Federal Deposit Insurance Corporation : http://www.fdic.gov The Bond Market Association : http://www.bondmarkets.com Federal Reserve System, http://www.federalreserve.gov Forbes, Global 2000 Leading Compagnie, http://www.forbes.com</p>
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OPERATIONAL RISKS MANAGEMENT

Course Code	MSC.CFMM2.FICOR.0153
ECTS Credits	2
Course Leader	SAIDANE Dhafer
Synchronous	12
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	Financial risk management
Course Description	<p>The course offers an introduction into the evolving and expanding practice of operational financial risk management analyzing and discussing the various sources of risk.</p> <p>The course describes the operational risks that the companies have to deal with. It also provides a deep approach the organization of a modern corporation and ethics matter in Business.</p> <p>Some not limited topics:</p> <ul style="list-style-type: none"> Best practices in operational risk management Risk culture change How integrate human errors How to use root cause analysis most effectively Influencing behaviours for better control Emerging risks Vendor risk management Cyber security and threats Risk networks

Course Open to Exchange	Belo /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Sophia, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	<ul style="list-style-type: none"> - Basel Committee on Banking Supervision. Principles for Effective Risk Data Aggregation and Risk Reporting. January 2013. http://www.bis.org/publ/bcbs239.pdf Cermeño, Javier Sebastián. - Blockchain in Financial Services: Regulatory Landscape and Future Challenges for its Commercial Application.BVA Research Working Paper 16/20. December 2016.https://www.bbvarsearch.com/wp-content/uploads/2016/12/WP_16-20.pdfDias, - Denise and Staschen, Stefan.Data Collection for DFS Supervisors. CGAP Working Paper. 2017.(forthcoming) Annual Report of the Bank for International Settlements (BIS) Annual Report of the European Central Bank (ECB) Bank for International Settlements, « Report on Consolidation in The Financial Sector ». Group of Ten, 2001. European Central Bank, « Structural Analysis of the EU Banking Sector », BCE. - Bank for International Settlements. Committee on Payments and Market Infrastructures. Distributed Ledger Technology in Payment,Clearing and Settlement: An Analytical Framework. February 2017.http://www.bis.org/cpmi/publ/d157.pdf Financial Stability Board. Financial Stability Implications from FinTech: Supervisory and Regulatory Issues that Merit Authorities Attention. June 2017. http://www.fsb.org/wp-content/uploads/R270617.pdf(Referenced in the text as 2017a.) - Financial Stability Board. FinTech Credit: Market Structure, Business Models and Financial Stability Implications.May 2017.http://www.fsb.org/017/05/fintech-credit-market-structure-business-models-and-financial-stability-implications/(Referenced in the text as 2017b.) - Institute of International Finance.RegTech in Financial Services: Technology Solutions for Compliance and Reporting. March 2016.

	https://www.iif.com/system/files/regtech_in_financial_services_-_solutions_for_compliance_and_reporting.pdf
Websites	Banking Annual Reports (see banks Website).

POWER BI AND AI

Course Code	MSC.CFMM2.FICOR.0200
ECTS Credits	2
Course Leader	SAIDANE Dhafer
Synchronous	0
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	NO
Course Description	<p>Introduction (Finance IA Business analysis Business Intelligence-modification in the market)</p> <p>Importing data from an excel, from the web, heterogenous data, sources Pre-treatments and transforming data (adding, deleting, appending data), why?? Practical cases</p> <p>Visualisation (axe, extraction information from the graphs Still missing the information: What to do => to enrich the data Introduction to IA, model, machine learning, supervised/unsupervised model Use the Dataflows (inputs) => with the appropriate learning algorithm Reporting Advantages of using Power BI: - no need to get well the ML skills (prediction/ regression/ classifications,) - updating data and reports automatically - disadvantage/ limitation: - Visual configuration - Not the easiest to deal with - Slow when dealing with Big Data - Example with Financial Data - Selecting data - Fields, outputs type - Using automatic ML</p>

	<ul style="list-style-type: none"> o Binary Prediction o Classification model o Prediction model
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Paris, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

PROGRAMMING WITH PYTHON I

Course Code	MSC.CFMM2.FIELE.0140
ECTS Credits	2
Course Leader	SAIDANE Dhafer
Synchronous	12
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	There are no prerequisites, no prior knowledge of programming is assumed.
Course Description	Python is a versatile programming language, which is becoming increasingly popular in finance applications, especially in applications involving statistics, optimization and data science. In fact, Python is the workhorse of modern machine learning/artificial intelligence. The goal of the course is to get a basic working knowledge of coding in general and the Python programming language in particular. The goal is to train students to become proficient in using Python: they should be able to write simple Python programs and to

	use and adapt existing programs written in Python. The course will be practice oriented, the students will be expected to do exercises and to write simple programs in Python.
Course Open to Exchange	Suzhou /Fall;#Paris /Spring
Semester	fall
Campus	Paris, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	
Websites	

VBA I

Course Code	MSC.CFMM2.FICOR.0161
ECTS Credits	2
Course Leader	MILLELIRI André
Synchronous	12
Department	Dept. Accounting and Finance
Program	Corporate Financial Management
Prerequisites	Financial modeling with Excel
Course Description	Macro VBA applied to corporate financial management
Course Open to Exchange	Suzhou /Fall
Semester	fall

Campus	Paris, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	
Websites	

MSc International Business

AI FOR INTERNATIONAL BUSINESS

Course Code	MSC.IBRM2.STCOR.0034
ECTS Credits	3
Course Leader	EZZEROUALI Amine
Synchronous	18
Department	Dept. Stratégie, Entrepreneurship and Economics
Program	International Business
Prerequisites	None
Course Description	<p>Artificial Intelligence, or AI, is a very trendy word and a subject of multiple interpretations, some of which may converge or diverge. There is one fact however that is common for all actors- researchers, politicians, and practitioners alike: AI is transforming our societies, our businesses, our lives. This transformative impact is at the core of this course.</p> <p>Indeed, the purpose of the course is to help future International Business professionals deal with AI and use it as a tool to help improve the performance of their teams and their organizations.</p> <p>From a theoretical perspective, we will start by breaking down the meaning behind AI terminology (Machine Learning, Data Science, Neural Networks, etc.). We will then explore how International Trade and Global Businesses react to and deal with AI development and spread.</p> <p>From a practical perspective, we will be exploring and testing one of the most used zero/low code platforms for AI: the Microsoft PowerApps Platform. The core philosophy of the course being the "Citizen Developer" approach to AI.</p>
Course Open to Exchange	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall

Campus	Paris, Raleigh, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Stuart, R., & Peter, N. (2016). Artificial intelligence-a modern approach 3rd ed. Akerkar, R. (2018). Artificial intelligence for business. Springer. Yao, M., Zhou, A., & Jia, M. (2018). Applied artificial intelligence: A handbook for business leaders. Topbots Inc..
Websites	https://skemagloballab.io/ https://sloanreview.mit.edu/tag/artificial-intelligence/ https://www.csail.mit.edu/ http://news.mit.edu/topic/artificial-intelligence2

CAREER MANAGEMENT 1

Course Code	MSC.TRCM2.DREOR.0001
ECTS Credits	1
Course Leader	BEAUGRAND Audrey
Synchronous	6
Department	Career Center - Employability
Program	International Business
Prerequisites	NoPrerequisites
Course Description	<p>This course is managed by the Talent & Careers Department. In order to validate this course, students have to:</p> <p>1 MANDATORY : Take E-learning module on Abintegro plateforme (CV check ATS compliant, Job search, Interview simulator) + Conduct 5 cognitive tests on AON platform (Abilities, skills and behaviors at work) + Take mandatory Mocc on your Professional profile + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester organized by the Talent & Careers on your campus or organized by partners companies (check JOBTEASER Platform)</p> <p>MAIN CONTACTS FOR YOUR PROGRAM: LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN PARIS: Laura SINDONINO, Janice M'BENGO & Miina VAISANEN (for International students) SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students) SUZHOU : April YANG RALEIGH : Amanda CHAMBERLAIN BELO HORIZONTE : Geneviève POULINGUE & Ana Cristina BRAGA</p>
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap

Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	under the YEP go and click on: Talent & Careers -> Jobteaser -> SKEMA TOOLS

CHINESE - ADVANCED

Course Code	MSC.TRCM2.OTCOR.0035
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Business
Prerequisites	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
Course Description	This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Ji Jin, Winning in China Business Chinese (Intermediate). The books will be bought by students, and Soochow University recommended for the students to use. Jiang Liping, HSK4, will be combined with business Chinese.
Websites	

CHINESE - BEGINNER

Course Code	MSC.TRCM2.OTCOR.0031
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Business
Prerequisites	For beginners

Course Description	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - ELEMENTARY

Course Code	MSC.TRCM2.OTCOR.0033
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Business
Prerequisites	Students who have studied Chinese for 60 hours.
Course Description	This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - INTERMEDIATE

Course Code	MSC.TRCM2.OTCOR.0034
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Business

Prerequisites	Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the beginners level (120 hours) at other campus.
Course Description	This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - POST BEGINNER

Course Code	MSC.TRCM2.OTCOR.0032
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	0
Department	Dept. Languages and Personal Development
Program	International Business
Prerequisites	Students have studied Chinese for 30 hours.
Course Description	This course is an post beginner level course of Mandarin Chinese designed for students want to keep learning after beginner level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CULTURAL ASPECTS OF BUSINESS

Course Code	MSC.IBSM2.STCOR.0046
ECTS Credits	3

Course Leader	LIN Hua
Synchronous	18
Department	Dept. Strategy, Entrepreneurship and Economics
Program	International Business
Prerequisites	knowledge of basic functions
Course Description	Cross-cultural communication is a critical challenge for businesses that operate internationally. The course provides a fundamental understanding of how culture affects business behavior, as well as practical tips and tools for enhancing cultural sensitivity and communication efficiency in international organizations, specifically for those operating in China.
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	70
Continuous Assessment (%)	30
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Page Scott E. (2007), The Difference: How the Power of Diversity Creates Better Groups, Firms, Schools, and Societies, Princeton University Press. Trompenaars, F (1993) Riding the Waves of Culture: Understanding cultural diversity in business, Economist Books, London
Websites	

EMPLOYABILITY AND CAREER 1

Course Code	MSC.TRCM2.OTCOR.0037
ECTS Credits	0,5
Course Leader	BEAUGRAND Audrey
Synchronous	0
Department	Career Center - Employability
Program	International Business
Prerequisites	No
Course Description	This course is managed by the Career Center. In order to validate this course, students have to: 1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : the visibility of my profile according to my specialization & 2nd workshop : How to pass the selection tests during recruitment ?) + EVALUATION 2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus MAIN CONTACTS FOR YOUR PROGRAM: LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students) SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students)

	SUZHOU : April YANG RALEIGH : Laura SCLAFANI BELO HORIZONTE : Geneviève POULINGUE
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	under the YEP go and click on: Career Center -> Jobteaser -> SKEMA TOOLS

GEOPOLITICS OF WORLD BUSINESS

Course Code	MSC.IBRM2.STELE.0056
ECTS Credits	3
Course Leader	COSTE-MANIERE Ivan
Synchronous	18
Department	Dept. Stratégie, Entrepreneurship and Economics
Program	International Business
Prerequisites	n/a
Course Description	This course is designed to prepare students to understand how geography and politics intersect with and influence international business and multinational firms. Upon successful completion of the course, students should possess an awareness of important geopolitical facts and should be able to demonstrate the analytical and strategic thinking skills that reflect an understanding of how these facts interact with and affect international business competition. In particular, the course will examine how geographic location, natural resource endowments, historical relationships, and national and institutional political factors influence global companies.
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Raleigh, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Learning Objectives At the end of this course, students are expected to know what are the main foundations, frameworks and practices of updated current world business; to identify the key challenges in managing risks and crisis in foreign environments; and to be able to implement effective management strategies and practices in fast changing and evolving frameworks. From

	<p>incoterms to country risk, corruption index or some other qualitative and quantitative parameters will be explained with some specific cases all the world around.</p> <p>Instructional Material and References</p> <p>Students will have compulsory readings on as well texts and case studies to further understand the challenges of pure applied and pragmatic globalization. Most of the cases will be dealing with the NAFTA or the LATAM area without forgetting India, Africa, China, GCC or Asia</p> <p>Additional readings are suggested for this course:</p> <p>In Defense of Globalization: With a New Afterword, Jagdish Bhagwati, 2007, Oxford</p> <p>Blueprint for Action: A Future worth Creating, Thomas P.M. Barnett, 2005, Berkeley Books</p> <p>Instructional Methods</p> <p>The course will be taught using a mix of theoretical materials, case studies, anecdotes, as well as presentations and numerous discussions. The aim of each session is to connect and bridge theory to practice through texts, case studies and/or videos.</p>
Websites	

GLOBAL SUPPLY CHAIN MANAGEMENT

Course Code	MSC.IBSM2.PMCOR.0007
ECTS Credits	4
Course Leader	LIN Hua
Synchronous	24
Department	Dept. Management of projects, Information Systems and Supply Chains
Program	International Business
Prerequisites	n/a
Course Description	<p>This course aims to introduce students to the international nature of business supply chains and how companies work in the global marketplace. It develops students understanding of how companies design and manage their international supply chains through utilisation of specific management techniques. Students will develop a wider understanding of business competitiveness in global marketplaces and how to use theories to evaluate the effectiveness of choices made by organizations. The module also enables students to link the evaluation to management of these international networks.</p>
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	A variety of white papers, articles, blogs, websites, news stories, etc. will be added to required readings.

Websites	
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IMPORTING AND EXPORTING IN A GLOBAL MARKET

Course Code	MSC.IBUM2.STCOR.0061
ECTS Credits	5
Course Leader	COSTE-MANIERE Ivan
Synchronous	30
Department	Dept. Stratégie, Entrepreneurship and Economics
Program	International Business
Prerequisites	None
Course Description	The conduct of international trade, including Strategy & Management, Global Marketing, Trade Finance and Supply Chain. Specific focus with Harmonized Codes, terms of sale (INCOTERMS), financing arrangements, means of payment, credit insurance, shipping and insurance issues, market research, support services, legal and tax implications, and trade facilitation. Course will cover global trade functions that will be seen daily by an international trade professional, but will be focused through a USA perspective.
Course Open to Exchange	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	- Albaum, G. and E. Duerr (2016), International Marketing and Export Marketing, Printice Hall FT, 7th Edition. - Weiss, Kenneth D. (2010), "Building an Import/Export Business", 4th Edition. - ICC Chamber of Commerce (2010), "Incoterms 2010". - Selected case studies to be provided before the begining of the course.
Websites	

INTERNATIONAL ENTREPRENEURSHIP

Course Code	MSC.IBUM2.STCOR.0062
ECTS Credits	4
Course Leader	LIN Hua
Synchronous	24
Department	Dept. Stratégie, Entrepreneurship and Economics
Program	International Business
Prerequisites	Basic knowledge, or personal interest in entrepreneurial project and / or experiences and / or practices on entrepreneurship, acquired through internship or learned courses.

Course Description	International Entrepreneurship (IE) is a course targeted towards students who plan to become involved with entrepreneurial ventures across the world either right after graduation, or at some future point in their careers. The course is meant to help students evaluate and analyze international opportunities, particularly in emerging and innovative countries like China.
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	
Websites	

INTERNATIONAL PROJECT MANAGEMENT

Course Code	MSC.IBNM2.PMCOR.0005
ECTS Credits	5
Course Leader	ELTIGANI Adil
Synchronous	30
Department	Dept. Management of projects, Information Systems and Supply Chains
Program	International Business
Prerequisites	Course Project Management Fundamentals
Course Description	The Project Management track is dedicated to deliver practical and theoretical PM fundamentals. based on « best practices » collected from worldwide Professionals and documented by PMI® (Project Management Institute) thru the PMBOK® (Project Management Body Of Knowledge), a worldwide Project Management Standard.
Course Open to Exchange	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	60
Continuous Assessment (%)	40
Academic reference	Lectures obligatoires / Required readings : PMBOK 5th Edition (edited by PMI) English version. Electronic PDF version free of charge for PMI members. Paper copy can be ordered on Amazon.com Lectures Recommandées / Recommended readings : None
Websites	Www.pmi.org: For PMI members, Access to all PMI standards, including PMBOK 5th edition, and an electronic PM library with more than 300 PM

	Books. Www.pmexam.com: Example of daily questions in same format as for the real exam)
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INTERNATIONALISATION OF THE FIRM

Course Code	MSC.IBNM2.STCOR.0028
ECTS Credits	5
Course Leader	JOLINK Albert
Synchronous	30
Department	Dept. Stratégie, Entrepreneurship and Economics
Program	International Business
Prerequisites	none
Course Description	The course will teach students through academic lectures and tutorials the practice of the process of internationalization of firms, from the decision to internationalize to the organizational structuring of internationalization.
Course Open to Exchange	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	40
Continuous Assessment (%)	60
Academic reference	Lectures obligatoires / Required readings : Mike Peng and Klaus Meyer (2019) International Business (3rd edition), Cengage. ISBN: 978-1-4737-5843-8. Lectures Recommandées / Recommended readings : -Individual articles (posted)
Websites	

MARKETING TO CHINESE CUSTOMERS

Course Code	MSC.IBUM2.MLELE.0031
ECTS Credits	3
Course Leader	LIN Hua
Synchronous	18
Department	Dept. Marketing
Program	International Business
Prerequisites	none
Course Description	Today's business world is often presented as globalised and uniform - at the expense of a deep understanding of local markets. In many respects, the Asian and Chinese market are unique in today's global economy. Underestimating this uniqueness is a key reason why businesses fail in Asia / China.

	<p>This course is designed for students to appreciate the specifics of doing business in Asia /China and open doors for success. The course will cover key topics (see below) with a balance between describing market situations and offering relevant keys for businesses to succeed. The course material will largely draw from market facts and observations and real cases of companies.</p> <p>The focus is clearly Chinese market / consumers, although regional cases and situations will be discussed.</p>
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<ol style="list-style-type: none"> 1. Lisa Peñaloza, Nil Toulouse , Luca Massimiliano Visconti, Marketing Management: A Cultural Perspective, ISBN: 0415606837 2. O. C. Ferrell, Michael Hartline, Marketing Strategy, ISBN: 1285084799 3. Philip Kotler Kevin Lane Keller Marketing Management, Global Edition ISBN: 1119341205 4. Michael G. Solomon, Consumer Behavior: Buying, Having, and Being, Global Edition, Pearson Education Limited; 12th edition, 21st March 2017, ISBN: 1292153105 5. Michael B. Griffiths, Consumers and Individuals in China: Standing Out, Fitting In, ISBN-13: 978-0415535724, ISBN-10: 0415535727 6. Philip Kotler Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0: Moving from Traditional to Digital, ISBN: 1119341205 7. Brian Solis , Travis Wright , Chris J. Snook, Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience (2016) 2016, ISBN: 1119291704 8. Laura Ries, Visual Hammer: positioning in the Visual Era, China Machine Press K, ISBN: 7111404556, 9787111404552 9. Andrew Macarthy, 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, Youtube, Instagram, Linkedin, and More! Createspace Independent Publishing Platform (2013), ISBN: 1482014092 10. Theodore Levitt, HBR's 10 Must Reads on Strategic Marketing (with featured article "Marketing Myopia," Harvard Business Review, Clayton M. Christensen, Theodore Levitt, Philip Kotler, Fred Reichheld, (2013), ISBN: 1422189880
Websites	none

RESEARCH METHOD

Course Code	MSC.IBUM2.STELE.0058
ECTS Credits	3
Course Leader	FERRARA Laurent

Synchronous	18
Department	Dept. Management, Law and Organization
Program	International Business
Prerequisites	n/a
Course Description	This course provides a comprehensive introduction to research proposal writing. It is designed to help students to identify a study topic, critically analyze published research, formulate inquiry questions, organize a literature review, and select appropriate (quantitative or qualitative) data collection method. By the end of the course, students will complete a proposal that includes an introduction, problem statement, literature review, methods section and references. This course will also develop students awareness of the ethical principles of research. After a successful completion of this course, students will convert this proposal into a full research that will include the following sections: findings, discussion, conclusions, and references. THIS ELECTIVE IS MANDATORY FOR THOSE PURSUING A MSc DEGREE.
Course Open to Exchange	Paris /Fall;#Raleigh /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Paris, Raleigh, Stellenbosch-Le Cap, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	
Websites	

MSc International Marketing & Business Development

BUSINESS NEGOTIATION

Course Code	MSC.IMBM2.MKELE.0187
ECTS Credits	3
Course Leader	SPIER Peter
Synchronous	18
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	-
Course Description	-
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	

Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	
Websites	

CHINESE - ADVANCED

Course Code	MSC.TRCM2.OTCOR.0035
ECTS Credits	0,5
Course Leader	DURANTON H������
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Marketing and Business Development Suzhou
Prerequisites	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
Course Description	This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Ji Jin, Winning in China Business Chinese (Intermediate). The books will be bought by students, and Soochow University recommended for the students to use. Jiang Liping, HSK4, will be combined with business Chinese.
Websites	

CHINESE - BEGINNER

Course Code	MSC.TRCM2.OTCOR.0031
ECTS Credits	0,5
Course Leader	DURANTON H������
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Marketing and Business Development Suzhou
Prerequisites	For beginners
Course Description	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.

Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - ELEMENTARY

Course Code	MSC.TRCM2.OTCOR.0033
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Marketing and Business Development Suzhou
Prerequisites	Students who have studied Chinese for 60 hours.
Course Description	This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - INTERMEDIATE

Course Code	MSC.TRCM2.OTCOR.0034
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Marketing and Business Development Suzhou
Prerequisites	Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the beginners level (120 hours) at other campus.

Course Description	This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - POST BEGINNER

Course Code	MSC.TRCM2.OTCOR.0032
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	International Marketing and Business Development Suzhou
Prerequisites	Students have studied Chinese for 30 hours.
Course Description	This course is an post beginner level course of Mandarin Chinese designed for students want to keep learning after beginner level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

DEVELOPING NEW BUSINESS FROM IDEA TO MARKET

Course Code	MSC.IMBM2.MKCOR.0055
ECTS Credits	4
Course Leader	LIMA Marcos
Synchronous	24

Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	M1 Marketing
Course Description	<p>This courses will apply business model strategy and design-thinking as complementary approaches to developing an idea and taking it to market. While moving through the different stages, it will address issues of creativity, ideation, prototyping, seeking proof of concept and pitching ideas to potential investors. It will also explore ideas, models and frameworks relevant to developing creative and innovative learning environments using Knowledge Management principles.</p> <p>This kind of approach may be familiar to some, but as final-year master students, the teams involved will be expected to raise their game and show mastery and understanding of the various stages. There are a range of methods and tools available that must become an integral part of each student's 'toolbox'. And for that, it is not enough to know they are there - skilful application is key.</p> <p>In practical terms, the course will develop the skills needed to generate innovative ideas, test them and then present them with conviction. It will also use real-world innovation tools in the process.</p> <p>These are precisely the skills needed to thrive in an innovation economy.</p>
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>Osterwalder, A. and Pigneur, Y. (2010) Business Model Generation.</p> <p>Knapp, J et al. (2016). SPRINT: How to generate ideas and solve problems in just five days by Google Ventures.</p> <p>Liedtka, Jeanne (2013) Solving Problems with Design Thinking : Ten Stories of What Works. Columbia University Press.</p> <p>MIT Sloan Management Review (2019) When Innovation Moves at Digital Speed : Strategies and Tactics to Provoke, Sustain, and Defend Innovation in Today's Unsettled Markets.</p>
Websites	

DIGITAL MARKETING IN CHINA

Course Code	MSC.IMBM2.MKCOR.0081
ECTS Credits	3
Course Leader	SPIER Peter
Synchronous	18

Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	-
Course Description	<p>Digital marketing is a relatively new field everywhere, but in most countries has gained strength due to the presence of companies with far-ranging international use such as Google, Facebook, Youtube, and Twitter. These four, among others, have set standards for digital marketing and its capabilities around the world. As a result, digital marketing has grown up as a business based on their hegemony.</p> <p>In China, however, these four players are not available to marketers. Instead, local search engines and social media, such as Baidu, WeChat, Youku/Tudou, and Weibo. The Chinese digital landscape includes hundreds of sites, with a great emphasis on e-commerce.</p> <p>This class will highlight major trends in digital marketing in China, differences and similarities with Western markets, and examine case studies of effective use of digital in China.</p> <p>The three key objectives of this 18-hour course are: 1) to provide students with a global awareness of the digital landscape in China, 2) to understand their functions in marketing and their impact, and 3) to be able to conceive rudimentary digital marketing strategies for use in China.</p>
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	90
Continuous Assessment (%)	10
Academic reference	<p>Readings have been selected to provide additional information on particular concepts and topics.</p> <p>Digital in Asia Thomas Crampton: SOCIAL MEDIA, CHINESE LOVE TO ENGAGE Guide to Baidu SEO & Content Marketing: Increase Your Brand Visibility in China By Owain Lloyd-Williams The Most Important WeChat Features for Digital Marketers Targeting Chinese Consumers By Jeff Bullas Renren Asset Sale by Tom Braithwaite (Financial Times) The 6 Major Disruptions to Chinese Digital Marketing in 2017 by Lauren Hallanan, JingDaily The Ultimate Beginners Guide to WeChat for Business, DragonSocial Additional prescribed articles and readings will be presented in class</p>
Websites	

EMPLOYABILITY AND CAREER 1

Course Code	MSC.TRCM2.OTCOR.0037
ECTS Credits	0,5
Course Leader	BEAUGRAND Audrey
Synchronous	0
Department	Career Center - Employability

Program	International Marketing and Business Development Suzhou
Prerequisites	No
Course Description	<p>This course is managed by the Career Center. In order to validate this course, students have to:</p> <p>1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : the visibility of my profile according to my specialization & 2nd workshop : How to pass the selection tests during recruitment ?) + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN PARIS: Laura SINDONINO, Sophie Ripoche & Janice M'BENGO (for International students) SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students) SUZHOU : April YANG RALEIGH : Laura SCLAFANI BELO HORIZONTE : Geneviève POULINGUE</p>
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	under the YEP go and click on: Career Center -> Jobteaser -> SKEMA TOOLS

INTERNATIONAL BUSINESS DEVELOPMENT

Course Code	MSC.IMBM2.MKCOR.0077
ECTS Credits	4
Course Leader	BREA SOLIS Humberto
Synchronous	24
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	Intermediate marketing Numbers may have to be limited to maintain a reasonable group size. A selection would then be made by the course leader
Course Description	The goal of the course is to provide the students the first approach to internationalization. The course is structured in three pillars. First, to change the business paradigm by introducing the concept of Ecosystem. The second pillar is internationalization mode, we analyze the different strategies that companies undertake to expand their businesses beyond the national frontiers. The last element is how to deal with local sensibilities; the importance of culture in the process of internationalization. This course

	will look closely at these three main aspects of internationalization through concrete examples and case studies with a wide range of companies, sectors and countries
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>List of some references:</p> <p>1. Introduction to IBD and Ecosystems Collinson, S., Narula, R., & Rugman, A. M. (2016). International business. Pearson. (Chapter 1) Brandenburger, A.M. and Nalebuff, B.J., 2002. Use game theory to shape strategy. Strategy: critical perspectives on business and management, 4, p.260. Jacobides, M.G., Cennamo, C. and Gawer, A., 2018. Towards a theory of ecosystems. Strategic Management Journal. Moore, J.F., 1993. Predators and prey: a new ecology of competition. Harvard business review, 71(3), pp.75-86. *** Teece, D.J., 2007. Explicating dynamic capabilities: the nature and microfoundations of (sustainable) enterprise performance. Strategic management journal, 28(13), pp.1319-1350.</p> <p>2. Internationalization modes Collinson, S., Narula, R., & Rugman, A. M. (2016). International business. Pearson. (Chapter 2) Ghemawat, P., 2001. Distance still matters. Harvard business review, 79(8), pp.137-147.</p> <p>3. Internationalization & Culture: Collinson, S., Narula, R., & Rugman, A. M. (2016). International business. Pearson. (Chapter 5)</p>
Websites	Available on Kknowledge platform

MANAGING AN EXPORT PROJECT (ELECTIVE)

Course Code	MSC.IMBM2.MKELE.0078
ECTS Credits	3
Course Leader	FELIX Michel
Synchronous	18
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	M1 marketing

Course Description	This module focuses on a firm's essential activity in international business: Exporting is becoming increasingly important as companies in all parts of the world step up their efforts to supply and service markets outside their national boundaries. This elective is entirely dedicated to address this issue: How to manage an export project? Its overall objective is to enable students to apply the methodology which allows handling export operations, from the selection of the fitted offer for the target markets, up to the market entry solutions and the control and the follow up of the export sales. Starting from real projects, students will be invited to study an export opportunity and will have to propose a commercial plan in using the stage by stage method learnt in this elective, including a diagnosis and some commercial recommendations. This method is illustrated by numerous case studies in order to be capable to carry out an export project in a situation as close as possible to that of an export manager.
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings : Students are expected to come to class having read as mandatory readings: - The entitled document Managing an Export project: Methodology of an export project Part One-- - The course book required by the module International Marketing of MSc International Business: Hollensen.S, (2011), Global Marketing, 5th edition, Pearson, Prentice Hall Lectures Recommandées / Recommended readings : NA
Websites	These sites will be proposed in the document Managing an Export Project: Methodology of an export Project

MARKETING RESEARCH

Course Code	MSC.IMBM2.MKCOR.0057
ECTS Credits	4
Course Leader	SOSCIA Isabella
Synchronous	0
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	Intermediate marketing To keep group size reasonable, some limitation on numbers may be necessary. Selection will then be made by the course leader
Course Description	In the today context where market data can be found everywhere and produced at relatively low cost, the main objective of the course is to train students to select and manage the data in a creative but robust and reliable way in order to take the best Marketing decisions and design the most

	successful business models for the future. . Course will be a mix between theory and practical application with considerable use of examples and case studies.
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Full reading list on Knowledge web site along with a selection of reports, cases and articles
Websites	

PRICING STRATEGIES FOR A DIGITAL WORLD

Course Code	MSC.IMBM2.MKCOR.0082
ECTS Credits	3
Course Leader	SPIER Peter
Synchronous	18
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	None
Course Description	This course describes the numerous challenges for companies to determine prices due to the evolution of traditional products and content to the digital world, particularly in China, with examples of the fashion industry (with companies such as Cartier performing price optimization to better match the local Chinese customer) and e-commerce industry (with example of Alibaba enabling a more mature O2O customer experience). As the Internet and other digital mediums continue to expand at a blinding pace, many are asking the question How the price is determined in the digital world? where the tech-savvy customers are actively comparing prices in-store vs. online becoming at the same time price aware, price sensitive and price influencers.
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	80
Continuous Assessment (%)	20
Academic reference	The readings have been selected to provide additional information on particular concepts and topics.

	<p>Textbooks and References</p> <p>Atsushi Aoki, Marketing Strategies for Pricing and Customer Value, Diamond, 1999;</p> <p>Hal R. Varian, The Industry Standard, 2000;</p> <p>Nagle, Hogan, Zale, The Strategy and Tactics of Pricing: A Guide to Growing More Profitably, Routledge, 2010;</p> <p>Fisher, Raman, The new science of retailing, Harvard Business Press, 2010</p> <p>Abhijit Mitra, Beyond CRM: Rethinking customer service in a connected, digital age, Harvard Business Review Analytic Services Report, 2017</p> <p>iResearchChina, 2018 China's New Retail Species Report, Deloitte Consulting GmbH, Digital CRM Report, June 2015;</p> <p>Harvard Business Review, Customer Relationship Automation Is the New CRM, https://hbr.org/2016/10/customer-relationship-automation-is-the-new-crm</p> <p>Infosys Limited, Digital and CRM: Evolution to Revolution, 2017;</p> <p>McKinsey&Company, McKinsey Global Institute, Digital Globalization: the new era of global flows, March 2016;</p> <p>Harvard Business Review, A quick guide to value-based pricing, https://hbr.org/2016/08/a-quick-guide-to-value-based-pricing</p> <p>iResearchChina, 2016 Chinas O2O Sector Report, http://www.iresearchchina.com/Upload/201607/20160713043023_0264.pdf</p> <p>Harvard Business Review, Use pricing strategy to boost sales, https://hbr.org/2012/07/use-pricing-strategy-to-boost</p> <p>Neil Bendle, Xin Shane Wang, Xiaoqian Vivian Chen, The Alibaba Group and Online to Offline (O2O) Sales, Harvard Business Review, July 2015</p>
Websites	

RESEARCH METHODS

Course Code	MSC.IMBM2.MKELE.0143
ECTS Credits	3
Course Leader	LIMA Marcos
Synchronous	0
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	M1
Course Description	<p>This course is an introduction to the methods and techniques of research and critical thinking that will be useful to students in order to write their dissertation. It will provide students with the tools necessary to discriminate between well-designed and poor research. Also, the course will expose students to the research literature in their discipline.</p> <p>Regardless of professional aspirations, a sound knowledge of the principles and methods of research is critical in order to contend with the management problems and</p>

	issues that pertain to the field of marketing. As a result of the course, students will have acquired through a step-by-step process, the necessary skills to be able to write their research proposal, which is the first step towards writing a dissertation
Course Open to Exchange	Lille /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Lille, Paris, Sophia, Suzhou
Evaluation	
Final Examination (%)	70
Continuous Assessment (%)	30
Academic reference	Saunders M., Lewis P., Thornhill A. (2016), "Research methods for business students", Pearson. https://ea171e12-a-62cb3a1a-sites.googlegroups.com/site/hgthdryrdfytijykyt/ghfhgyuyuityutyudfgedtryt/Research-Methods-for-.pdf?attachauth=ANoY7crFzXToJj9dbkmvFOLedmzYb_ggfujyLZ_kwR2-pWm92M2IPREhp1D_64NVb9EwwtLfiwp6SnEMP5CSDE8Unao5D6TIJlFeQckRP_FYH024zQDCTS_xZKtlvvQD68uPGDTDeYPb1Wx_WCQ6DFmKbdKohct92amgC-uN9n6TNA2vF3iGPVG67B7t1VMszowrhNcSLw_STzfQd4ugjvecqZ1ea6jXfTXJ6_MthuT2Dql1e15ziCvLtd4YpzUf2lyZJ-TryTrDUhR4kQGxVbdK415-4ojU6g%3D%3D&attredirects=0
Websites	On research topics and questions: www.msi.org On writing a literature review: http://www.lib.ncsu.edu/tutorials/litreview/ On citing your references: http://fr.slideshare.net/coma-hovadak/harvard-referencing-2011 On quoting and paraphrasing: http://owl.english.purdue.edu/owl/resource/563/1/ Paraphrasing guidelines : http://owl.english.purdue.edu/owl/resource/619/1/ Paraphrasing exercise: http://owl.english.purdue.edu/owl/resource/619/02/

STRATEGIC BRAND MANAGEMENT

Course Code	MSC.IMBM2.MKCOR.0058
ECTS Credits	5
Course Leader	SPIER Peter
Synchronous	30
Department	Dept. Marketing
Program	International Marketing and Business Development Suzhou
Prerequisites	Intermediate marketing is essential Limits may apply to group sizes

Course Description	<p>Few would deny the importance of brands as valuable assets and a potential source of sustainable competitive advantage. Nestlé bought Rowntree (KitKat, After Eight) for almost three times its stock market value and 26 times its earnings. BMW bought the Mini not for the technology, but for the history and the associations. This value is created by the place occupied by the brands in the minds of customers: brand awareness, image, trust and reputation - all built up over many years - are the best guarantee of future cash flows. As one commentator puts it: products are created in the factory. Brands are created in the mind'. Brands provide a short cut for customers when making a purchasing decision, seeking to avoid risk and obtain value for money. Brands provide a relevant, exciting experience. Brands connote a certain life style, values or attitude. Brands can become objects of affection: Lovemarks, even. Buying a brand is an integral part of an individuals quest for identity and meaning.</p> <p>The course will balance theory and practical application, with considerable use of case studies and student project work.</p> <p>Students will learn how companies manage brand equity, clearly a major strategic issue. This course provides a comprehensive introduction to strategic brand management, covering such areas as the building of brand equity, brand identity, brand extension, brand portfolios etc. in national, regional and global markets. It will also address issues such as brand personality, emotional branding, brand communities and purpose-driven branding.</p>
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Lille, Paris, Raleigh, Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	<p>Lectures obligatoires / Required readings :</p> <p>Lectures Recommandées / Recommended readings : A full reading list will be provided on K2 learning platform along with a selection of reports, cases and articles</p>
Websites	Links will be provided on the K2 course site

MSc Luxury and Fashion Management

CAREER MANAGEMENT 1

Course Code	MSC.TRCM2.DREOR.0001
ECTS Credits	1
Course Leader	BEAUGRAND Audrey
Synchronous	0
Department	Career Center - Employability
Program	Luxury and Fashion Management
Prerequisites	NoPrerequisites
Course Description	This course is managed by the Talent & Careers Department. In order to

	<p>validate this course, students have to:</p> <p>1 MANDATORY : Take E-learning module on Abintegro plateforme (CV check ATS compliant, Job search, Interview simulator) + Conduct 5 cognitive tests on AON platform (Abilities, skills and behaviors at work) + Take mandatory Moco on your Professional profile + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester organized by the Talent & Careers on your campus or organized by partners companies (check JOBTEASER Platform)</p> <p>MAIN CONTACTS FOR YOUR PROGRAM: LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN PARIS: Laura SINDONINO, Janice M'BENGO & Miina VAISANEN (for International students) SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students) SUZHOU : April YANG RALEIGH : Amanda CHAMBERLAIN BELO HORIZONTE : Geneviève POULINGUE & Ana Cristina BRAGA</p>
Course Open to Exchange	Belo /Fall;#Lille /Fall;#Paris /Fall;#Raleigh /Fall;#Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Autre / Other, Belo Horizonte, Lille, Paris, Raleigh, Sophia, Stellenbosch-Le Cap
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	under the YEP go and click on: Talent & Careers -> Jobteaser -> SKEMA TOOLS

CHINESE - ADVANCED

Course Code	MSC.TRCM2.OTCOR.0035
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	Luxury and Fashion Management
Prerequisites	Having attended intermediate level 2/ Pre-advanced in Suzhou campus. Or having attended the intermediate level (210 hours) at other campus.
Course Description	This course is an Advanced level course of Mandarin Chinese designed for students who want to keep learning after Intermediate level 3/ Pre-Advanced level.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou

Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Ji Jin, Winning in China Business Chinese (Intermediate). The books will be bought by students, and Soochow University recommended for the students to use. Jiang Liping, HSK4, will be combined with business Chinese.
Websites	

CHINESE - BEGINNER

Course Code	MSC.TRCM2.OTCOR.0031
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	Luxury and Fashion Management
Prerequisites	For beginners
Course Description	This course is a beginning level course of Mandarin Chinese designed for students without any Chinese Language background.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - ELEMENTARY

Course Code	MSC.TRCM2.OTCOR.0033
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	Luxury and Fashion Management
Prerequisites	Students who have studied Chinese for 60 hours.
Course Description	This course is an elementary level course of Mandarin Chinese designed for students want to keep learning after post-beginner.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring

Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 2). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - INTERMEDIATE

Course Code	MSC.TRCM2.OTCOR.0034
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	Luxury and Fashion Management
Prerequisites	Having attended beginner Pre Intermediate in Suzhou campus. Or having attended the beginners level (120 hours) at other campus.
Course Description	This course is an intermediate level course of Mandarin Chinese designed for students who want to keep learning after Pre Intermediate.
Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 3). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

CHINESE - POST BEGINNER

Course Code	MSC.TRCM2.OTCOR.0032
ECTS Credits	0,5
Course Leader	DURANTON H��l��ne
Synchronous	30
Department	Dept. Languages and Personal Development
Program	Luxury and Fashion Management
Prerequisites	Students have studied Chinese for 30 hours.
Course Description	This course is an post beginner level course of Mandarin Chinese designed for students want to keep learning after beginner level.

Course Open to Exchange	Suzhou /Fall;#Suzhou /Spring
Semester	fall, spring
Campus	Suzhou
Evaluation	
Final Examination (%)	30
Continuous Assessment (%)	70
Academic reference	Jiang Liping, HSK Standard Course (Book 1). The books will be bought by students, and Soochow University recommended for the students to use.
Websites	

DESIGN AND INNOVATION

Course Code	MSC.LFMM2.MKCOR.0018
ECTS Credits	4
Course Leader	COSTE-MANIERE Ivan
Synchronous	24
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	None
Course Description	<p>Introduction to Design Roots and history Aims, goals and different jobs in design creatives methodologies Initiation to Design Management - Brands strategies Definitions - Defining and creating and elaborating aBrand Book - Defining a creatifve concept</p> <p>To be able to understand the importance of Design in life and business, especially its impact on luxury and fashion goods. Co-Relate the perceived value of goods through the lens of Design. Impact and relevance of Design starting from product design to service design to experience design to packaging design to digital design and future design !</p>
Course Open to Exchange	Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	<p>Lectures obligatoires / Required readings :</p> <p>Claude Levi-Strauss, Anthropologie structurale, Pocket, 2003 Kotler Philip, Dubois Bernard, Delphine Manceau, Marketing Management, Pearson Education, 2004 Ferdinand de Saussure, Cours de linguistique générale, editions Payot 1995</p>

	Lectures Recommandées / Recommended readings : Porter Michael, Avantage concurrentiel, Paris, Dunod, 1999 Cooper Rachel and Mike Press, The Design Agenda, Chichester, John Wiley & Sons Ltd, 1995 Sun Tzu, L'Art de la guerre, Flammarion, 1999
Websites	

EMPLOYABILITY AND CAREER 1

Course Code	MSC.TRCM2.OTCOR.0037
ECTS Credits	0,5
Course Leader	BEAUGRAND Audrey
Synchronous	0
Department	Career Center - Employability
Program	Luxury and Fashion Management
Prerequisites	No
Course Description	<p>This course is managed by the Career Center. In order to validate this course, students have to:</p> <p>1 MANDATORY : Attend two workshops (1h30 each) on specific themes (1st workshop : the visibility of my profile according to my specialization & 2nd workshop : How to pass the selection tests during recruitment ?) + EVALUATION</p> <p>2 NOT MANDATORY : Attend Career Events during the semester (date to be determined) organized by the career center of your campus</p> <p>MAIN CONTACTS FOR YOUR PROGRAM:</p> <p>LILLE: Audrey BEAUGRAND & Feryel HOUSSEIN PARIS: Laura SINDONINO, Sophie Ripoché & Janice M'BENGO (for International students) SOPHIA: Sylvie MARTINAUD, Anne DUFLOS (for International students) SUZHOU : April YANG RALEIGH : Laura SCLAFANI BELO HORIZONTE : Geneviève POULINGUE</p>
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings :
Websites	under the YEP go and click on: Career Center -> Jobteaser -> SKEMA TOOLS

FASHION AND BRAND MANAGEMENT

Course Code	MSC.LFMM2.MKCOR.0021
ECTS Credits	4
Course Leader	HOFFMANN Jonas
Synchronous	24
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	None
Course Description	<p>Managing luxury or fashion brand is not the same as managing a consumer goods one, the specificities of that brand management are huge and make from the luxury brand management a specific exercise.</p> <p>The objective of this course is to aware students to this and to provide them a clear view on the subjects of brands: from brand equity, strategic brand management process and brand identity. The lectures will lay a stress on all the specificities of the fashion and luxury worlds from the products characteristics to consumer behaviour, issues faced in each sectors and all the macroeconomics trends</p>
Course Open to Exchange	Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	<p>Lectures obligatoires / Required readings :</p> <p>The Luxury Strategy: Break the rules of Marketing to build luxury brands Jean-Noel Kapferer and Vincent Bastien Editions KoganLuxury Brand Management -A world of privilege Michel Chevalier et Gérard Mazzalovo Editions Wiley</p> <p>Lectures Recommandées / Recommended readings :</p> <p>Luxe & Co Dana Thomas Editions Les Arènes Strategic Brand Management Kevin Lane Keller Editions Pearsons Luxury World: Past, present and future of luxury brands Mark Tungate Editions Kogan</p>
Websites	

GLOBAL LUXURY & FASHION

Course Code	MSC.TRCM2.FICOR.0001
ECTS Credits	3
Course Leader	POISSON, Jérôme-EXT

Synchronous	18
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	-
Course Description	-The course provides a wide understanding of the global luxury brand management and marketing environments, global markets, and marketing programs. Specific and fashion ic topics include a) definition of luxury with identification and understanding of global luxury brands; b) global luxury brand management and marketing, with emphasis on brand equity, brand loyalty, brand extension, and intellectual property; c) opportunities and challenges for luxury brands; and d) creation and management of global luxury brand programs. More specific cases (wines and spirits, Nike) will be taught by professionals
Course Open to Exchange	Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	-
Websites	-

INTEGRATED LUXURY AND FASHION COMMUNICATION

Course Code	MSC.LFMM2.MKCOR.0020
ECTS Credits	5
Course Leader	COSTE-MANIERE Ivan
Synchronous	30
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	None
Course Description	This specialization seeks to give students showing financial or marketing backgrounds the opportunity to enhance their knowledge in the luxury world, maybe one the fastest moving ones. The main aim is to acquire the skills enabling students to evolve in the innovation-driven and polycultural environment of global luxury companies and holdings.
Course Open to Exchange	Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Paris, Sophia
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0

Academic reference	Lectures obligatoires / Required readings : To be given during the lectures Lectures Recommandées / Recommended readings :
Websites	

INTERNATIONAL MARKETING STRATEGIES FOR LUXURY AND FASHION GOODS

Course Code	MSC.LFMM2.MKCOR.0017
ECTS Credits	4
Course Leader	HOFFMANN Jonas
Synchronous	24
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	None
Course Description	<p>The International Marketing Strategies for Luxury and Fashion Goods provides students with a clear understanding of key global business issues and trends surrounding international marketing strategies for luxury and fashion goods today as well as providing a comprehensive framework for taking marketing strategy decisions. Specifically, students will learn how to develop cultural innovations and cultural strategies. Cases studies illustrate the topics above with a focus in the markets of Europe, US, China and Brazil.</p> <p>The International Marketing Strategies for Luxury and Fashion Goods provides a comprehensive framework for taking international - market-ing - strategy decisions. It first defines key luxury concepts: historic luxury & fashion evolution; desire vs need; luxury as deviation; luxury vs FMCG. We then take socio-ecological strategy lenses (Hoffmann, Ramirez & Lecamp, 2018) to understand how actors need to navigate the macro (contextual environment), meso (ecosystem) and micro (value creating system) levels to develop robust networked strategy (Ramirez & Mannervik, 2016; Vargo & Lusch, 2004).</p> <p>Multiple cases and examples from fashion and luxury are presented to highlight key concepts (Hoffmann & Lecamp, 2015; Hoffmann & Coste-Manière, 2012, 2013). I take an action-learning approach linking scholarship with practice, aiming to bring live cases to the class-room and understand critical ongoing issues faced by luxury actors (eg. digitization, influencer, sustainability, transparency, inclusivity, geopolitical tensions).</p>
Course Open to Exchange	Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50
Academic reference	Lectures obligatoires / Required readings : Hoffmann & Coste (2013), Global Luxury Trends, London: Palgrave-Macmillan.

	<p>Hoffmann & Coste (2012), <i>Luxury Strategy in Action</i>, London: Palgrave-Macmillan.</p> <p>Sempels & Hoffmann (2013), <i>Sustainable Innovation Strategy</i>, London: Palgrave-Macmillan.</p> <p>Holt & Cameron (2010), <i>Cultural Strategy</i>, Oxford: OUP.</p> <p>Lectures Recommandées / Recommended readings :</p> <p>Kapferer & Bastien (2008 or 2012), <i>The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands</i>, Kogan Page</p> <p>Chevalier & Mazzalovo (2008), <i>The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands</i>, Wiley</p> <p>Okonkwo, U. (2007), <i>Luxury Fashion Branding: Trends, Tactics, Techniques</i>, Palgrave-Macmillan</p> <p>Okonkwo, U. (2008), <i>Luxury Online: Styles, Systems, Strategies</i>, Palgrave-Macmillan</p> <p>Michel Chevalier et Michel Gutsatz (2012), <i>Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support</i>, Wiley</p> <p>Radha Chadha and Paul Husband (2008), <i>The Cult of the Luxury Brand: Inside Asia's Love Affair With Luxury</i>, Nicholas Brealey</p> <p>Michel Chevalier and Pierre Xiao Lu (2009), <i>Luxury China: Market Opportunities and Potential</i>, Wiley</p> <p>Pierre Xiao Lu (2008), <i>Elite China: Luxury Consumer Behavior in China</i>, Wiley</p> <p>Manfredi Ricca et Rebecca Robins (2012), <i>Meta-luxury: Brands and the Culture of Excellence</i>, Wiley</p> <p>Dana Thomas (2008), <i>Deluxe: How Luxury Lost Its Luster</i>, Penguin</p> <p>Christian Blanckaert, <i>Luxe</i>, Paris: Cherche-Midi.</p>
Websites	

REGULATORY ISSUES IN THE LUXURY INDUSTRY

Course Code	MSC.LFMM2.MKELE.0023
ECTS Credits	3
Course Leader	DALLOZ Marc
Synchronous	18
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	None
Course Description	<p>Premiums and promotions are constantly used by all major mail order companies</p> <p>Licensing is used by all major brands around the world</p>
Course Open to Exchange	Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Sophia, Suzhou
Evaluation	
Final Examination (%)	50
Continuous Assessment (%)	50

Academic reference	Lectures obligatoires / Required readings : Lectures Recommandées / Recommended readings : Indicated by the teacher: www.wipo.org
Websites	

STATE OF THE ART IN FASHION AND LUXURY

Course Code	MSC.LFMM2.MKCOR.0022
ECTS Credits	3
Course Leader	COSTE-MANIERE Ivan
Synchronous	18
Department	Dept. Marketing
Program	Luxury and Fashion Management
Prerequisites	None. This course is devoted to students joining the MSc Luxury & Fashion Management as they are willing to work in the marketing, branding, artistic, international fields, and need an average background level.
Course Description	This specialization seeks to give students showing financial or marketing backgrounds the opportunity to enhance their knowledges in the luxury world, maybe one the fastest moving ones. The main aim is to acquire the skills enabeling students to evolve in the innovation-driven and polycultural environment of global luxury companies and holdings.
Course Open to Exchange	Sophia /Fall;#Suzhou /Fall
Semester	fall
Campus	Belo Horizonte, Sophia, Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	Lectures obligatoires / Required readings : Let Them Eat Cake: Marketing Luxury To The Masses -- As Well As The Classes (janvier 2005) de Pamela N. Danziger Trading Up: Why Consumers Want New Luxury Goods... And How Companies Create Them (janvier 2005) de Michael Silverstein, et al -- Relié Lectures Recommandées / Recommended readings :
Websites	

UPDATES IN LUXURY & FASHION AND CRITICAL THINKING

Course Code	MSC.LFMM2.MKCOR.0103
ECTS Credits	3
Course Leader	COSTE-MANIERE Ivan
Synchronous	18
Department	Dept. Marketing
Program	Luxury and Fashion Management

Prerequisites	-
Course Description	-
Course Open to Exchange	Suzhou /Fall
Semester	fall
Campus	Suzhou
Evaluation	
Final Examination (%)	100
Continuous Assessment (%)	0
Academic reference	-
Websites	-